

## REMARKS

Applicants respectfully request further examination and reconsideration in view of the following remarks. Claims 1-33 remain pending in the case. Claims 1-33 are rejected.

### 35 U.S.C. §102(e)

Claims 1-4, 6-15, 17-26 and 28-33 are rejected under 35 U.S.C. §102(e) as being anticipated by United States Patent Application Publication Number 2003/0004971 by Gong et al., hereinafter referred to as the "Gong" reference. Applicants have reviewed the cited reference and respectfully submits that the embodiments of the present invention as recited in Claims 1-4, 6-15, 17-26 and 28-33 are not anticipated by Gong in view of the following rationale.

Applicants respectfully direct the Examiner to independent Claim 1 that recites that an embodiment of the present invention is directed to (emphasis added):

A method for graphically presenting data, said method comprising the computer-implemented steps of:

a) receiving said data, wherein said data comprises a plurality of records, each record of said plurality of records having a plurality of attributes;

b) determining a first attribute selected from said plurality of attributes, a second attribute selected from said plurality of attributes and a third attribute selected from said plurality of attributes, wherein said first attribute and said second attribute are different attributes of said plurality of attributes;

c) arranging said plurality of records to construct a graphically displayable array, said graphically displayable array comprising a plurality of data points, each of said data points representing one record of said plurality of records wherein said first attribute corresponds to a

first axis, said second attribute corresponds to a second axis, and said third attribute corresponds to a visual indicator.

Independent Claims 12 and 23 recite similar limitations. Claims 2-4 and 6-11 that depend from independent Claim 1, Claims 13-15 and 17-22 that depend from independent Claim 12, and Claims 24-26 and 28-33 that depend from independent Claim 23 provide further recitations of the features of the present invention.

Gong and the claimed invention are very different. Applicants understand Gong to teach a method for generating data models and accompanying user interfaces (Abstract). The data models are generated based on user-selectable attributes, and include a set of tables descriptive of the items (Abstract). In particular, Gong does not teach, describe or suggest that items are arranged in a graphically displayable array as data points.

With reference to Figure 2 of Gong, a system 200 for automatically generating data models for an item master is shown. System 200 receives an item master that includes a collection of items for an enterprise. The item master is processed by model builder module 220 for generating data models. In particular, model builder module 220 processes the data to generate a set of tables and sub-tables for the data models ([0098]). Ultimately, a user accesses the data models through a user interface to navigate through various classification attributes to arrive at a desired pageset ([0129]). With reference to Figure 6, a screen shot of item presented from the

item master is shown. A user selects attributes, as shown in Frame 620, and is presented with an output page 630. Output page 630 presents a user with a portion of information originally derived from the item master. Essentially, system 200 allows a user to parse the item master such that only a portion of the item master is visually presented to the user.

Applicants respectfully assert that Gong teaches a system for allowing a user to view a selected subset of items from the item master. In particular, Applicants understand Gong to teach a system for viewing text-based information selected from the item master, allowing the user to view only a portion of items of the item master. In particular, Gong does not teach, describe or suggest arranging all items of the item master in a graphically displayable array comprising data points.

In contrast, embodiments of the claimed invention are directed towards “[a] method for graphically presenting data” including “receiving said data, wherein said data comprises a plurality of records” and “arranging said plurality of records to construct a graphically displayable array, said graphically displayable array comprising a plurality of data points, each of said data points representing one record of said plurality of records wherein said first attribute corresponds to a first axis, said second attribute corresponds to a second axis, and said third attribute corresponds to a visual indicator” (emphasis added). In particular, the present invention provides a graphically displayable array for presenting data points representing all received records (page 16, line 18 through page 17, line 5). The present invention provides the

advantage of representing all records at once, using selectable attributes as axes and visual indicators for assisting in the visualization of massive data volumes (page 21, lines 4-21).

In particular, the invention as claimed arranges all records in a graphically displayable array. The records are arranged according to selected attributes the represent axes and visual indicators. In contrast, Gong teaches the selection of certain items based on an attribute. Only a portion of the items of the item master is presented on a display to a user. Moreover, the information presented by Gong is text-based, and does not represent items as individual data points.

Moreover, Applicants respectfully assert that displaying a plurality of data points each representing one record is not inherent to the teachings of Gong. Displaying a plurality of data points each representing one record is not inherent to the presenting of text-based information that is selected from a larger pool of information (e.g., an item master), as shown in Gong. Furthermore, “when an Examiner relies on inherency, it is incumbent upon the Examiner to point to the ‘page and line’ of the prior art which justifies the inherency theory” (Ex parte Schricker, 56 USPQ2d 1723 (B.P.A.I. 2000), emphasis added). “For a prior art reference to anticipate a claim, the reference must disclose each and every element of the claim with sufficient clarity to prove its existence in the prior art” (Motorola, Inc. v. Interdigital Tech. Corp., 121 F.3d 1461, 43 USPQ2d 1481, 1490 (Fed. Cir. 1997)). Accordingly, Applicants respectfully request that the Examiner cite to the specific page and line of Gong that teaches the displaying

a plurality of data points each representing one record that the Examiner cites as inherent.

Applicants respectfully assert that Gong in particular does not teach, disclose, or suggest a “method for graphically presenting data” including “receiving said data, wherein said data comprises a plurality of records” and “arranging said plurality of records to construct a graphically displayable array,” as claimed. In contrast, Gong teaches a system for presenting a portion of text-based data selected from an item master.

Therefore, Applicants respectfully assert that nowhere does Gong teach, disclose or suggest the claimed embodiments of the present invention as recited in independent Claims 1, 12 and 23, that these claims overcome the rejection under 35 U.S.C. § 102(e), and that these claims are thus in a condition for allowance. Applicants respectfully submit that Gong also does not teach or suggest the additional claimed features of the present invention as recited in Claims 2-4 and 6-11 that depend from independent Claim 1, Claims 13-15 and 17-22 that depend from independent Claim 12, and Claims 24-26 and 28-33 that depend from independent Claim 23. Therefore, Applicants respectfully submit that Claims 2-4, 6-11, 13-15, 17-22, 24-26 and 28-33 also overcome the rejection under 35 U.S.C. § 102(e), and are in a condition for allowance as being dependent on an allowable base claim.

35 U.S.C. §103(a)

Claims 5, 16 and 27 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Gong. Claim 5 is dependent on independent Claim 1, Claim 16 is dependent on independent Claim 12, and Claim 27 is dependent on independent Claim 23. Applicants have reviewed the cited reference and respectfully submit that Gong does not render the embodiments of the present invention as recited in Claims 5, 16 and 27 unpatentable in view of the following rationale.

Gong and the claimed invention are very different. As described above with regard to the rejection under 35 U.S.C. §102(e), Applicants understand Gong to teach a method for generating a data model based on received data (an item master), allowing a user to select a portion of the data for display. In particular, Gong does not teach, describe or suggest all of the received data is displayed. Therefore, Applicants respectfully assert that Gong does not teach, describe or suggest the claimed invention. By specifically teaching that Gong only displays a portion of the received data, Gong teaches away from a “method for graphically presenting data” including receiving a plurality of records and for “arranging said plurality of records to construct a graphically displayable array” as claimed.

Applicants respectfully assert that nowhere does the combination of Leung and Nelson teach, disclose or suggest the claimed embodiments of the present invention as recited in independent Claims 1, 12 and 23, that these claims overcome the rejection under 35 U.S.C. § 103(a), and are in a condition for allowance. Therefore,

### CONCLUSION


In light of the above remarks, Applicants respectfully request reconsideration of the rejected claims. Based on the arguments presented above, Applicants respectfully assert that Claims 1-33 overcome the rejections of record and, therefore, Applicants respectfully solicit allowance of these Claims.

The Examiner is invited to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,

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